# App Privacy Labels How Apple Exposes Data Collection Practices on the App Store

Jonas Vogel @ CocoaHeads Aachen - January 28, 2020

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Jan Borchers: <u>Youtube</u>

"Ask yourself: Would you really want to live every day with that particularly annoying, privacy-invading advertisement profiling virtual agent that you are being asked to implement?"

> - Prof. Dr. Jan Borchers, at the 2020 graduation speech @ RWTH Aachen





# Outline

- 1. Basics
- 2. Examples
- 3. 3rd Party **Dependencies & IDFA**
- 4. Questions & Discussion

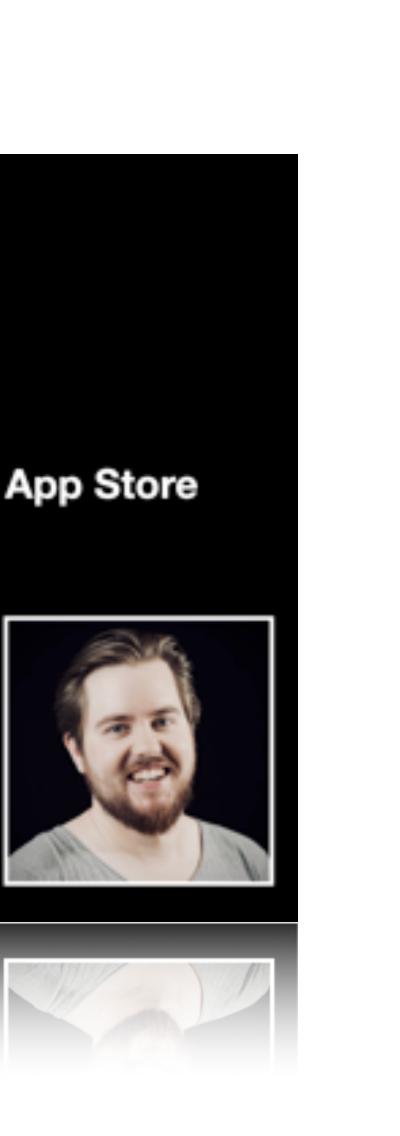


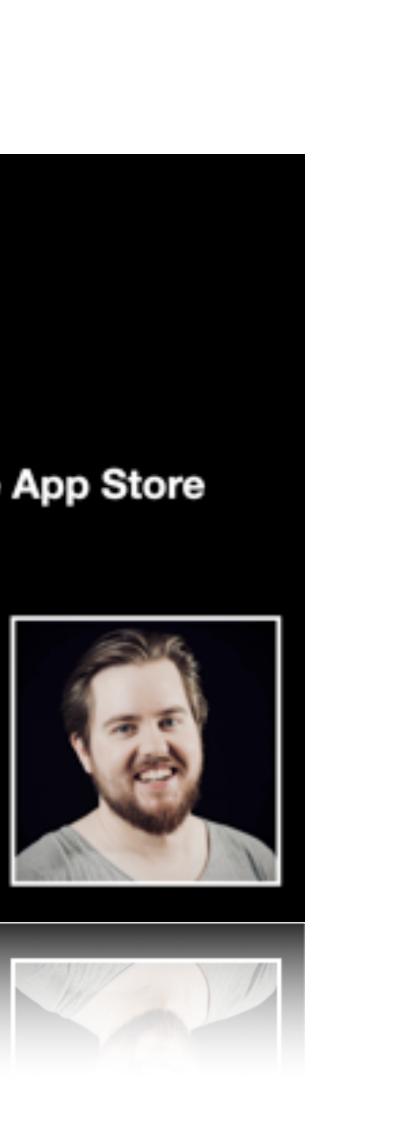
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### **App Privacy Labels**

### How Apple Exposes Data Collection Practices on the App Store

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Source: <u>Apple</u>



### For each *data type* that your app <u>collects</u>, specify:

- Why is it collected (e.g. App Functionality)?
- 2. Is it linked to the user?
- 3. Is it used to track the user?

Dat	a Co	olle	ction

Contact Info		
Name Including first or last name		
Email Address Including but not limited to a hashed email address		
Phone Number Including but not limited to a hashed phone number		
<ul> <li>Physical Address</li> <li>Such as a home address, physical address, or mailing ad</li> </ul>	dress	
<ul> <li>Other User Contact Info Home or physical address</li> </ul>		
O Health & Fitness		
<ul> <li>Health Health and medical data, including but not limited to from Records API, HealthKit API, MovementDisorderAPIs, heal subject research, or any other user provided health or medical</li> </ul>	th-related hur	
<ul> <li>Fitness</li> <li>Fitness and exercise data, including but not limited to the API</li> </ul>	Motion and F	itness
📰 Financial Info		
Back	Cancel	Save
Back	Cancel	Save



## Tracking

"Tracking" refers to linking data collected from your app about a particular end-user [...] with Third-Party Data for targeted advertising [...] or sharing data collected from your app about a particular end-user or device with a data broker.

developer.apple.com/app-store/app-privacy-details/#user-tracking

# **Examples of App Privacy Labels**

- <u>Corona-Warn-App</u>
- Spotify: Music and podcasts
- WhatsApp Messenger
- Signal Private Messenger

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### App Privacy

The developer, Signal Messenger, LLC, indicated that the app's privacy practices may include handling of data as described below. This information has not been verified by Apple. For more information, see the developer's privacy policy.

To help you better understand the developer's responses, see Privacy Definitions and Examples.

Privacy practices may vary, for example, based on the features you use or your age. Learn More



### Data Not Linked to You

The following data, which may be collected but is not linked to your identity, may be used for the following purposes:

App Functionality



Phone Number

Source: <u>Signal App Store</u>



# You're responsible for your dependencies!

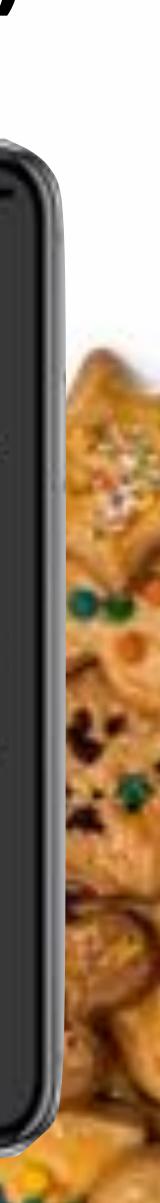
- Google Firebase: informative discussion on GitHub which resulted in dedicated support article:
  - https://firebase.google.com/docs/ios/app-store-data-collection
  - <u>https://github.com/firebase/firebase-ios-sdk/issues/5928</u>
- anything sent there as "used for tracking".

Facebook Analytics: less transparency in data use. I personally consider

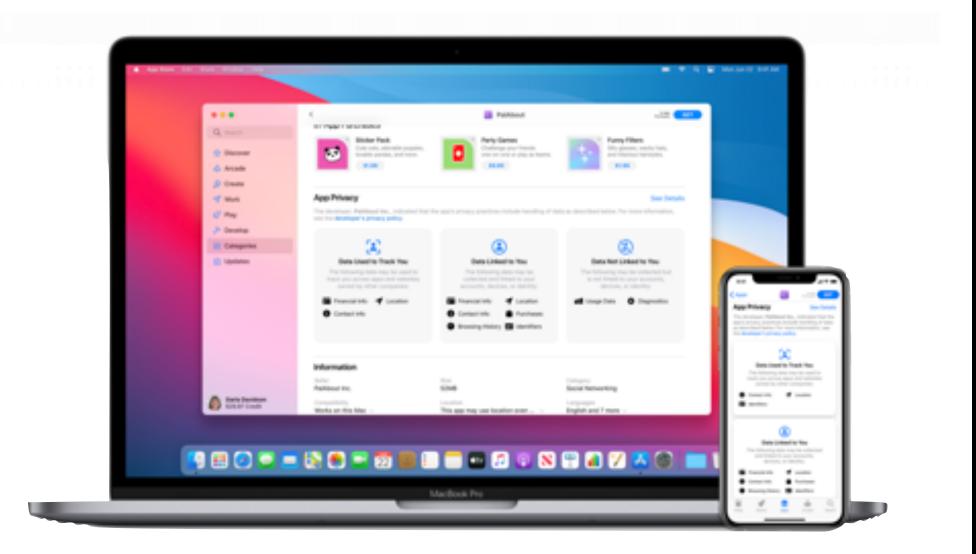
## **Related: Use of device's advertising identifier (IDFA)**

- Starting with iOS 14.5, Apple requires developers to ask permission to track
- New <u>AppTrackingTransparency</u> framework
- ID zeroed out if permission not granted
- Analytics SDKs tend to couple transmission of IDFA with linking of AdSupport framework

NON TREAM



### **Questions?**



### My prediction for August 2021

### Following Cookie Hell -IDFA Consent Hell

